

Rep	Order#	6834007	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes							

5010 **Printed:** 08/02/2012 9:32 AM
Last Received: 08/01/2012 4:27 PM
Showing Buylines: All Lines

Station	KSNN-TV	LAS VEGAS, NV.
Advertiser	() HORSFORD FOR CONGRESS	
Product	HORSFORD 4 CONGRESS	
Estimate#	1366	
Buyer	JESSE DEMASTRIE	
Phone#		

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 115/122/1366
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm	PHILADELPHIA	
Sales Office () AMY MCCREARY	
Salesperson ()	
Salesperson Phone#	215-568-6540	
Salesperson FAX#	215-568-1845	

— CONTRACT COMMENT —
SC=*

In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Co.
1	TU-F	5A-6A		:30	\$100.00	10/30-11/02	12	1	12	\$1,200.0
2	M	5A-6A	Buyline Comment: NEWS	:30	\$100.00	11/05-11/05	3	1	3	\$300.00
3	TU	5A-6A	Buyline Comment: NEWS	:30	\$100.00	11/06-11/06	2	1	2	\$200.00
4	TU	6A-7A	Buyline Comment: NEWS	:30	\$190.00	11/06-11/06	2	1	2	\$380.00
5	M	6A-7A	Buyline Comment: NEWS	:30	\$190.00	11/05-11/05	3	1	3	\$570.00
6	TU-F	6A-7A	Buyline Comment: NEWS	:30	\$190.00	10/30-11/02	12	1	12	\$2,280.0
7	TU-F	7A-9A	Buyline Comment: TODAY	:30	\$250.00	10/30-11/02	16	1	16	\$4,000.0
8	M	7A-9A	Buyline Comment: TODAY	:30	\$250.00	11/05-11/05	4	1	4	\$1,000.0
9	TU	7A-9A	Buyline Comment: TODAY	:30	\$250.00	11/05-11/06	2	1	2	\$500.00
10	SA	6A-7A		:30	\$125.00	11/03-11/03	2	1	2	\$250.00

Rep Order# EC'd Yes	6834007	Ver# 1	Mod# 0	Status Confirmed	Traffic Order# 105010	Last Received: 08/01/2012 4:27 PM	Printed: 08/02/2012 9:32 AM	2 of 8			
Showing Buylines: All Lines											
Station Advertiser Product Estimate# Buyer Phone# Fax# LT	KSNV-TV LAS VEGAS, NV. (HORSFORD FOR CONGRE HORSFORD 4 CONGRESS 1366 JESSE DEMASTRIE ----- -----	Agency 3050 K ST NW WASHINGTON, DC 20007 ----- ----- ----- -----	Sales Office ----- ----- ----- ----- ----- ----- -----	Salesperson () AMY MCCREARY ----- ----- ----- ----- ----- ----- -----	Rep Firm PHILADELPHIA ----- ----- ----- ----- ----- ----- -----	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845 ----- ----- ----- ----- ----- ----- -----	Spots/Week # of Weeks ----- ----- ----- ----- ----- ----- -----	Total Spots ----- ----- ----- ----- ----- ----- -----	Total Cost ----- ----- ----- ----- ----- ----- -----	Daypart ----- ----- ----- ----- ----- ----- -----	
11	SU	7A-8A			:30	\$250.00	11/04-11/04	2	1	2	\$500.00
12	SU	8A-9A			:30	\$1,900.00	11/04-11/04	2	1	2	\$3,800.00
13	TU	9A-10A			:30	\$150.00	11/05-11/06	1	1	1	\$150.00
14	M	9A-10A			:30	\$150.00	11/05-11/05	2	1	2	\$300.00
15	TU-F	9A-10A			:30	\$150.00	10/30-11/02	8	1	8	\$1,200.00
16	TU-F	10A-11A			:30	\$100.00	10/30-11/02	8	1	8	\$800.00
17	M	10A-11A			:30	\$100.00	11/05-11/05	2	1	2	\$200.00
18	TU	10A-11A			:30	\$100.00	10/30-10/30	2	1	2	\$200.00
19	TU	11A-12P			:30	\$100.00	11/06-11/06	2	1	2	\$200.00
20	M	11A-12P			:30	\$100.00	11/05-11/05	2	1	2	\$200.00
21	TU-F	11A-12P			:30	\$100.00	10/30-11/02	8	1	8	\$800.00

Rep Order# 6834007 Ver# 1 Mod# 0 Status Confirmed
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Showing Buylines: All Lines

Line#	Advertiser	Product	Estimate#	Buyer	Phone#	Fax#	LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	DayPart
23	KSNV-TV LAS VEGAS, NV.	(HORSFORD FOR CONGRESS)	1356	JESSE DEMASTRIE			M			12P-1230P		:30	\$125.00	11/05-11/05	1	1	1	\$125.00	
24	TU	12P-1230P										:30	\$125.00	10/30-11/02	5	1	5	\$625.00	
25	TU	12P-1230P										:30	\$125.00	11/06-11/06	1	1	1	\$125.00	
26	M	2P-3P										:30	\$100.00	11/06-11/06	1	1	1	\$100.00	
27	TU-F	2P-3P										:30	\$100.00	11/05-11/05	2	1	2	\$200.00	
28	SU	9A-930A										:30	\$100.00	10/30-11/02	8	1	8	\$800.00	
29	TU	3P-4P										:30	\$125.00	11/04-11/04	1	1	1	\$125.00	
30	M	3P-4P										:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
31	TU-F	3P-4P										:30	\$150.00	10/30-11/02	7	1	7	\$1,050.00	
32	TU-F	4P-430P										:30	\$175.00	10/30-11/02	5	1	5	\$875.00	

Station KSNV-TV LAS VEGAS, NV.
Advertiser (HORSFORD FOR CONGRESS)
Product WASHINGTON, DC 20007
Estimate# 115/122/1366
Buyer JESSE DEMASTRIE
Phone#
Fax#

Agency (3050 K ST NW) GMMB
Agency C/P1/P2/E 10/30/2012 - 11/06/2012
Flight Dates Hiatus Weeks

Rep Firm PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Rep Order# 6834007 Ver# 1 Mod# 0 Status Confirmed
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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser (HORSFORD FOR CONGRE
Product HORSFORD 4 CONGRESS
Estimate# 1366
Buyer JESSE DEMASTRIE
Phone#
Fax#

Agency (GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 115/122/1366
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone#: 215-568-6540
Salesperson FAX#: 215-568-1845

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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33	M		4P-430P	Buyline Comment: NEWS	:30	\$175.00	11/05-11/05	1	1	1	\$175.00	
34	TU		4P-430P	Buyline Comment: NEWS	:30	\$175.00	11/06-11/06	1	1	1	\$175.00	
35	TU		430P- 5P	Buyline Comment: NEWS	:30	\$175.00	11/06-11/06	1	1	1	\$175.00	
36	M		430P- 5P	Buyline Comment: NEWS	:30	\$175.00	11/05-11/05	1	1	1	\$175.00	
37	TU-F		430P- 5P	Buyline Comment: NEWS	:30	\$175.00	10/30-11/02	5	1	5	\$875.00	
38	TU-F		5P-630P	Buyline Comment: NEWS	:30	\$265.00	10/30-11/02	9	1	9	\$2,385.00	
39	M		5P-630P	Buyline Comment: NEWS	:30	\$265.00	11/05-11/05	2	1	2	\$530.00	
40	TU		5P-630P	Buyline Comment: NEWS	:30	\$265.00	11/06-11/06	1	1	1	\$265.00	
41	TU-F		630P-7P	Buyline Comment: JEP	:30	\$260.00	10/30-11/02	5	1	5	\$1,300.00	
42	M		630P-7P	Buyline Comment: JEP	:30	\$260.00	11/05-11/05	1	1	1	\$260.00	
43	M		7P-730P	Buyline Comment: WHEEL	:30	\$260.00	11/05-11/05	1	1	1	\$260.00	

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Station	KSNV-TV LAS VEGAS, NV.		Traffic Order# 105010		Last Received: 08/01/2012 4:27 PM		Printed: 08/02/2012 9:32 AM		5 of 8
Advertiser	() HORSFORD FOR CONGRESS								
Product	HORSFORD 4 CONGRESS								
Estimate#	1366								
Buyer	JESSE DEMASTRIE								
Phone#									
Fax#									
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks
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44	TU-F	7P-730P		Buyline Comment: WHEEL	:30	\$260.00	10/30-11/02	5	1
45	SA	630P-7P		Buyline Comment: JEP	:30	\$175.00	11/03-11/03	1	1
46	SA	7P-730P		Buyline Comment: WHEEL	:30	\$175.00	11/03-11/03	1	1
47	M	10P-11P		Buyline Comment: REVOLUTION	:30	\$1,000.00	11/05-11/05	1	1
48	TU	10P-11P		Buyline Comment: PARENTHOOD	:30	\$900.00	10/30-10/30	1	1
49	TH	10P-11P		Buyline Comment: ROCK CENTER	:30	\$950.00	11/01-11/01	1	1
50	F	10P-11P		Buyline Comment: DATELINE	:30	\$1,000.00	11/02-11/02	1	1
51	SA	10P-11P		Buyline Comment: SVU	:30	\$500.00	11/03-11/03	1	1
52	SU	10P-11P		Buyline Comment: L&O AFTER NFL	:30	\$350.00	11/04-11/04	1	1
53	TU-F	11P-1135P		Buyline Comment: NEWS	:30	\$275.00	10/30-11/02	5	1
54	M	11P-1135P		Buyline Comment: NEWS	:30	\$275.00	11/05-11/05	1	1

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Station	KSNV-TV LAS VEGAS, NV.		Agency (3050 K ST NW) GMMB		Rep Firm (PHILADELPHIA)	
Advertiser	(HORSFORD 4 CONGRESS)		WASHINGTON, DC 20007		Sales Office ()	
Product	1366		Agency C/P1/P2/E 115/122/1366		Salesperson (AMY MCCREARY)	
Estimate#	JESSE DEMASIRE		Flight Dates 10/30/2012 - 11/06/2012		Salesperson Phone# 215-568-6540	
Buyer	Phone#		Hiatus Weeks		Salesperson FAX# 215-568-1845	
Fax#						
LT	Ln	Day	Time	Program	Len	Rate
					Dates	Spots/Week
					# of Weeks	Total Spots
					Total Weeks	Total Cost
					Daypart	
---	---	---	---	Buyline Comment: NEWS	---	---
56	SU	11P-1135P			:30	\$285.00
57	TU-F	1135P-1235A		Buyline Comment: TON SHOW	:30	\$285.00
58	M	1135P-1235A			:30	\$150.00
59	SA	1130P-1A		Buyline Comment: TON SHOW	:30	\$150.00
60	SU	515P-830P			:30	\$400.00
61	SA	7A-9A		Buyline Comment: SNF	:30	\$4,000.00
62	SU	5A-7A		Buyline Comment: SAT TODAY	:30	\$175.00
63	SU	930A-10A		Buyline Comment: NEWS	:30	\$110.00
64	M	8P-10P		Buyline Comment: CM	:30	\$175.00
65	W	9P-10P		Buyline Comment: VOICE	:30	\$1,300.00
						10/31-10/31
						1
						1
						1
						\$1,300.00

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Showing Buylines: All Lines

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Station KSNV-TV LAS VEGAS, NV.
Advertiser (HORSFORD FOR CONGRE
Product HORSFORD 4 CONGRESS
Estimate# 1366
Buyer JESSE DEMASTRIE
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 115/122/1366
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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66	W		10P-11P	Buyline Comment: CHI FIRE	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
67	TH		9P-10P	Buyline Comment: OFFICE/UP ALL NIGHT	:30	\$850.00	11/01-11/01	1	1	1	\$850.00	
68	F		9P-10P	Buyline Comment: GRIMM	:30	\$750.00	11/02-11/02	1	1	1	\$750.00	
69	SA		8P-9P	Buyline Comment: PRIME	:30	\$350.00	11/03-11/03	1	1	1	\$350.00	

KSNV 31%
KVNU 18%

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—REPORT TOTALS—
Report Totals: 204 / \$54,645.00

—SALES MONTHLY TOTALS—

Nov 12: 204 / \$54,645.00

Sales Totals: 204 / \$54,645.00
Station Totals: 204 / \$54,645.00
Lines not sent/xcld/rtrn: 0 / \$0.00

—COMPETITIVE—
Market Totals \$176,274 CATV 0% KBLR 0% KINC 0% KLAS 26%
KTNU 16% KTUD 1% KVCM 4% KVMY 4%

XXXX 0% XXXX 0% XXXX 0% XXXX 0%

—COMPETITIVE COMMENTS—
NEW ORDER

Books NOV12
Demos RA35+

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Showing Buylines: All Lines

Advertiser	(KSNV-TV LAS VEGAS, NV.)	HORSFORD FOR CONGRE
Product	(HORSFORD 4 CONGRESS)	1366
Estimate#				
Buyer	(JESSE DEMASIRE)	
Phone#				
Fax#				

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---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

Agency	(GMMB)	3050 K ST NW
				WASHINGTON, DC 20007
Agency CPI/P2E	(115/122/1366)	Flight Dates
				10/30/2012 - 11/06/2012
Hiatus Weeks				

Rep Firm

Rep Firm	(PHILADELPHIA)	Sales Office
				(
Salesperson	(AMY MCCREARY)	Salesperson
Salesperson Phone#	215-568-6540			
Salesperson FAX#	215-568-1845			

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

— CREDIT RISK —

CASH IN ADVANCE